

**Summary Of Activities  
in Room Nights**

#2	Turned Definite				Turned Tentative			Turned Lost		
	FY09		FY08		FY09	FY08	FY07	FY09	FY08	FY07
	Rm Nts	# Groups	Rm Nts	# Groups	Room Nights			Room Nights		
October	0	0	517	4	608	3,134	3,456	1,425	822	14,983
November	356	2	65	2	2,107	3,301	2,685	2,081	1,687	6,588
December	4,958	2	120	2	3,230	2,081	2,620	555	661	1,327
January	312	1	1,015	7	7,288	11,204	1,540	9,316	3,880	3,558
February			656	13		3,995	201		2,431	0
March			1,647	8		8,048	2,229		4,113	1,220
April			1,352	4		9,368	929		890	299
May			1,015	4		4,871	4,079		3,849	4,187
June			653	4		4,471	6,498		6,015	6,217
July			508	4		3,662	1,949		1,123	580
August			1,041	6		2,227	5,058		3,972	2,339
September			3,088	4		6,189	3,485		790	9,803
<b>Total</b>	<b>5,626</b>	<b>5</b>	<b>11,677</b>	<b>62</b>	<b>13,233</b>	<b>62,551</b>	<b>34,729</b>	<b>13,377</b>	<b>30,233</b>	<b>51,101</b>

**Projected Economic Impact of Business Turned  
Definite**

	FY09	FY08	FY07
October	\$0	\$600,975	\$812,885
November	\$70,183	\$203,000	\$190,000
December	\$3,064,375	\$171,000	\$557,700
January	\$358,000	\$716,500	\$145,080
February		\$226,000	\$128,173
March		\$1,816,000	\$467,430
April		\$536,000	\$72,000
May		\$408,250	\$2,162,300
June		\$235,532	\$1,386,000
July		\$948,000	\$246,480
August		\$789,963	\$521,000
September		\$2,061,750	\$2,360,662
<b>Total</b>	<b>\$3,492,558</b>	<b>\$8,712,970</b>	<b>\$9,049,710</b>

Date: Feb 2, 2009

\*Economic impact is calculated using Destination Marketing Assn Int'l's formulas and formulas developed specifically for sports in Frisco by UNT; factors taken into consideration are attendance, exhibitors, and the mix of local/regional/state/national attendance

\*Primary lost business reasons include: availability of space/rooms, rates, board decision; location

\*End of year room adjustments made in October and June